

WHAT IS CLAIMED IS:

1. A method for simultaneously displaying a video program and supplemental information, comprising:

converting a first video content to a format wherein the first video content is reduced in size and displayed on a first portion of a display; and

5 converting data associated with the supplemental information to a format wherein at least one of textual content and graphic content representing at least a portion of the supplemental information is displayed on a second portion of the display different from the first portion of the display at the same time as the first video content is displayed on the first portion of the display.

2 The method of claim 1, wherein the first video content is a television program which has been broadcasted and received by a television and the supplemental information is program information received by the television and relating to the television program.

3. The method of claim 2, wherein the program information includes channel and broadcast time information relating to the television program.

4. The method of claim 3, wherein the converting data step selectively converts specific portions of the supplemental information in response to signals output from a user input device.



response to signals output from a user input device, and wherein each of the specific portions of the supplemental information relates to corresponding  
5 portions of a message.

11. The method of claim 10, wherein the message information is advertising information.

12. The method of claim 1, wherein the first video content is represented by data retrieved on demand from a server via a connection to the server.

13. The method of claim 12, wherein the connection to the server is made via the internet.

14. The method of claim 13, wherein the connection uses TCP/IP protocol.

15. The method of claim 1, wherein the display is a television screen.

16. The method of claim 15, wherein the television screen is a high definition screen.

17. The method of claim 1, wherein the first portion of the display is a majority of the display.

18. The method of claim 1, wherein the first portion of the display is approximately 80% of the display.

19. A computer system adapted to simultaneously display a video program and supplemental information, comprising:

a processor; and

a memory including software instructions adapted to enable the  
5 computer system to perform the steps of:

converting a first video content to a format wherein the first video content is reduced in size and displayed on a first portion of a display;  
and

converting data associated with the supplemental information  
10 to a format wherein at least one of textual content and graphic content representing at least a portion of the supplemental information is displayed on a second portion of the display different from the first portion of the display at the same time as the video content is displayed on the first portion of the display.

20. The computer system as set forth in claim 19, wherein the first video content is a television program which has been broadcasted and received by a television and the supplemental information is program information relating to the television program.

21. The computer system as set forth in claim 20, wherein the program information includes channel and broadcast time information relating to the television program.

22. The computer system as set forth in claim 21, wherein the  
5 converting data step selectively converts specific portions of the supplemental information in response to a user input device.

23. The computer system as set forth in claim 22, wherein each of the specific portions of the supplemental information relates to a portion of a description of the television program.

24. The computer system as set forth in claim 19, wherein the supplemental information is program information relating to a plurality of video programs.

25. The computer system as set forth in claim 24, wherein the  
converting data step selectively converts specific portions of the supplemental information in response to a user input device, and wherein each of the specific portions of the supplemental information relates to program  
5 information corresponding to a respective one of the plurality of video programs.

26. The computer system as set forth in claim 25, wherein each of the plurality of programs is a broadcast television program which is either

broadcast over a channel different from a channel on which the first video  
program is broadcast or is broadcast at a time different from a time when the  
5 first video program is broadcast.

27. The computer system as set forth in claim 19, wherein the  
supplemental information is message information intended to be conveyed to a  
user.

28. The computer system as set forth in claim 27, wherein the  
converting data step selectively converts specific portions of the supplemental  
information in response to a user input device, and wherein each of the  
specific portions of the supplemental information relates to corresponding  
5 portions of a message.

29. The computer system as set forth in claim 28, wherein the  
message information is advertising information.

30. The computer system as set forth in claim 19, wherein said  
processor and said memory are incorporated within a television receiver.

31. The computer system of claim 19, wherein the display is a  
television screen.

32. The computer system of claim 31, wherein the television screen  
is a high definition screen.



10 the display at the same time as the first video content is displayed on the first portion of the display.

39. The apparatus of claim 38, wherein the first video content is a television program which has been broadcasted and received by a television and the supplemental information is program information relating to the television program.

40. The apparatus of claim 39, wherein the program information includes channel and broadcast time information relating to the television program.

41. The apparatus of claim 40, wherein the means for converting data selectively converts specific portions of the supplemental information in response to a user input device.

42. The apparatus of claim 41, wherein each of the specific portions of the supplemental information relates to a portion of a description of the television program.

43. The apparatus of claim 42, wherein the supplemental information is program information relating to a plurality of video programs.

44. The apparatus of claim 43, wherein the means for converting data selectively converts specific portions of the supplemental information in response to a user input device, and wherein each of the specific portions of



the supplemental information relates to program information corresponding to  
5 a respective one of the plurality of video programs.

45. The apparatus of claim 44, wherein the first video content is a  
first broadcast television program and each of the plurality of programs is a  
broadcast television program which is either broadcast over a channel different  
from a channel on which the first television program is broadcast or is  
5 broadcast at a time different from a time when the first television program is  
broadcast.

46. The apparatus of claim 38, wherein the supplemental  
information is message information intended to be conveyed to the viewer.

47. The apparatus of claim 46, wherein the means for converting  
data selectively converts specific portions of the supplemental information in  
response to a user input device, and wherein each of the specific portions of  
the supplemental information relates to corresponding portions of a message.

48. The apparatus of claim 47, wherein the message information is  
advertising information.

49. The apparatus of claim 38, wherein the display is a television  
screen.

50. The apparatus of claim 49, wherein the television screen is a  
high definition screen.



converting a first video content to a format wherein the first  
video content is reduced in size and displayed on a first portion of a display;

10 and

converting data associated with the supplemental information  
to a format wherein at least one of textual content and graphic content  
representing at least a portion of the supplemental information is displayed on  
a second portion of the display different from the first portion of the display at  
15 the same time as the video content is displayed on the first portion of the  
display.

57. The computer program product as set forth in claim 56,  
wherein the first video content is a television program which has been  
broadcasted and received by a television and the supplemental information is  
program information relating to the television program.

58. The computer program product as set forth in claim 57,  
wherein the program information includes channel and broadcast time  
information relating to the television program.

59. The computer program product as set forth in claim 58,  
wherein the converting data step selectively converts specific portions of the  
supplemental information in response to a user input device.



65. The computer program product as set forth in claim 64,  
wherein the converting data step selectively converts specific portions of the  
supplemental information in response to a user input device, and wherein each  
of the specific portions of the supplemental information relates to  
5 corresponding portions of a message.

66. The computer program product of claim 65, wherein the  
message information is advertising information.

67. The computer program product of claim 56, wherein the  
display is a television screen.

68. The computer program product of claim 67, wherein the  
television screen is a high definition screen.

69. The computer program product of claim 56, wherein the first  
video content is represented by data retrieved on demand from a server via a  
connection to the server.

70. The computer program product of claim 69, wherein the  
connection to the server is made via the internet.

71. The computer program product of claim 70, wherein the  
connection uses TCP/IP protocol.

72. The computer program product of claim 56, wherein the first  
portion of the display is a majority of the display.

